

Student Housing Satisfactory

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Mix Methods for Measuring Satisfaction and Priority Factors of Student Housing Facilities : A Case Study in University of Sriwijaya, Indonesia

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Abstract

For increase the quality of Student's Housing in University of Sriwijaya, the service facilities are needed an evaluation from the student of Sriwijaya University as the main consumer about the quality of Student Housing, if the design of Student Housing filled their aspiration and can accommodate every need. There are 385 occupants of total capacity 700 or about 55% of total occupants. This research is intended for evaluating the indicator of service facilities in Student Housing based on the choices of occupants and for find out the indicator of service facilities which become priority to be repaired using mix method Servqual, Importance-Performance Analysis, and Mean item Scoring (MIS), and give improvement suggestion for increase the quality of facilities and several priority indicator. In this paper, the evaluation of Student Housing service facilities assessed by the gap score among perception and expectation of Student Housing's occupants. The result mapped onto quadrant IPA and sort by rating score with MIS. For find out the priority indicator. This evaluation is held with spread the questionnaires to 80 respondents. The result of data analysis showing 10 from 19 facility attributes was in negative value range between -0,58 till -2,86. Based on the integration of 3 methods produced 8 facility attributes which become a priority to be repaired With the rate of satisfaction about living and

decide the priority to be repaired among the student, expected can give a suggestion to occupancy manager for increase their service and offer the better facilities soon.

Keywords: student housing ,satisfaction, priority factors, facility, mix methods

INTRODUCTION

Student Housing in University of Sriwijaya is an occupancy for the student which provided as a temporary residence with low cost and provide the comfortable facilities for study and develop student's creativity located on Palembang, Indonesia. Student Housing does not only provide a bedroom for the occupants, but offer the other several support general facilities which can make the atmosphere more conducive, safe, and cozy for the student while studying at Sriwijaya University. Student Housing consists of 2 building towers with each tower consists of 5 floors which is usually called as flat (Rusunawa). Student Housing with a total of 385 occupants from the total capacity of 700 students.

Student Housing is an important part facility provided by the university to help the student developing intellectual and social ability. occupancy facility which well planned will give a positive impact for the student in character building, social interaction, and academic progress (Hassanain, 2008). Student residential which well-planned will give the chance to study and find out the way for independent life, compromise with the other students, roommate and share the facilities. Adaption is needed for every student in entering a new environment that differs from the previous condition where the students lived independently in every activity what will be done (Barnes et al, 2009). The meaning is, the student must be critic and selective in occupancy election. Some research showing that the students will choose the occupancy with good facilities and accommodation (Karsten et al, 2008). Some research showing that the good occupancy in the physical, environmental, and social can give the advantages for the students, especially for the student who don't have the experience of occupied in a new place that different with their place before (the new students).

The good environment of occupancy with well-maintained facilities, enable the student to focus on academic achievement (Muslim et al, 2012). When a student entering the university that far away from their home, they have to adapt to the new environment with the new life and lifestyle (Barnes et al, 2009). The study about the impact of satisfaction related to student's necessary showing that satisfaction about the facilities of

occupancy will be affected by student's achievement in climb the education (Muslim 2012). The student's occupancy not only seen from the physical facilities side but consists of environmental aspect and social activities (Adeleye, 2014). The physical facilities of student's occupancy are important to fill the student's living needs (Susilawati, 2001;Hassanain, 2008; Najib and Yusof, 2010). The residence on the campus is more giving a sense of security than the occupancy outside the campus environment (Khozaei et al, 2010). The provision facilities of occupancy for students are very important to plan for being a benchmark of progress in the provision of well rent flats with good quality. The facilities of rent flats like kitchen, private bathroom, study room, and shared size is a basic need in student's rent flats that become an important factor for the students to choose an occupancy (Koch 1999;Olujimi 2009). The need for internet network very affects the student in choosing the occupancy (Schenke, 2008). The facilities of communal size like shared size, kitchen, study room and television room with air conditioner decisive the comfortable in occupied (Torres et al, 2008). Support facilities like ATM Machine, parking lot, mini market, store, and cafeteria become the things that have to be provided by the manager to the student's residential.

The satisfaction research of the rent flats occupant about the needs of service facilities will be seen from how big the manager's effort in providing every occupant's needs with good quality and satisfying (Khozaei et al, 2010). From the description above then it is needed a study to evaluate the indicators of service facilities in Student Housing based on the occupant's choices and knowing the service facilities indicators that become a priority to be repaired. This research provides the grounding for this research and highlights the areas of new knowledge which are needed to focus The study contributes to a better understanding of student,s perception of housing facilities. The results offer some feedback to developers, architects, facility managers and university housing administrators in terms of the present standards or the need for further improvement of the Student housing facilities through effective designs and management. The results will help to formulate guidelines in terms of designs, construction and maintenance for future developments of student housing and ensuring that the universities are able to provide best quality of student housing facilities.

LITERATURE REVIEW

Servqual model divided into five dimensions, they are a physical condition, reliability, responsive, certainty, and empathy to valuing and increasing the service quality in most industry (Parasuraman et al, 1991). Servqual model then developed based on four judgments they are, interaction, empathy, general facility, and room facility that become the basic in analyzing the satisfaction of the student (Radder et al,2009). The research related to the student's occupancy has been done for knowing the facilities that become a priority of developing and fixing based on the student's real experience during the residency period of the student's campus residence (Hassanain 2008; Amole 2008; Riley 2010). Statistic method which used is average (mean) from the expected score, the perceived score that originated from the respondent's judgment. Gap score obtained by the difference between an expected score and perceived score. $SP - SH = 0$ it is meaning the satisfaction, $SP - SH > 0$ it is meaning very satisfaction, $SP - SH < 0$ it is meaning not satisfaction.

The IPA method used to see some important attribute that there is a service and how good perception from that attribute (Wu et al,2010). Each attribute will be mapped onto the IPA matrix that has 4 quadrants. This method also intends to quantify the relationship between consumer perception and priority of product quality improvement or services known as analysis quadrant. In this research, the implementation of Importance-Performance Analysis method by doing the mapping from performance value (x) and hope (y) where the value from x and y obtained by the recapitulation of questionnaire result about the level of importance (importance and user judgment about service performance on Service Quality method. After did the recapitulation of the questionnaire result, in the next will be doing the calculation of suitability level (ratio) between importance level and the judgment of service performance which is given, also the average calculation of each level of importance attribute's weight and the judgment of service performance which is given.

Mean Item Scoring used to decide the priority by sorting the attribute based on the level of higher priority. Judgment analysis divided to three parts they are, the judgment of man gender, female gender, and the general judgment with this formula (Kobue 2017).

$$MIS = \frac{1n1 + 2n2 + 3n3 + 4n4 + 5n5}{\Sigma N}$$

Where;

- n1 = the total respondent of factor 1;
- n2 = the total respondent of factor 2;
- n3 = the total respondent of factor 3;
- n4 = the total respondent of factor 4;
- n5 = the total respondent of factor 5;

N = the total of respondent

The existing criteria then sort by MIS from highest sequence to lowest sequence.

METHODOLOGY

The Occupancy Judgement Item

The judgment of rental occupancy can be seen by several aspects like architectural detail, economic value, social, and culture. But, the condition of rental occupancy seen as the deciding factor of satisfaction in living (Muslim et al, 2012). Some indicators, the satisfaction of student living are environmental hygiene, the security of gathering place, and the other social activity. Several² physical factors that consist of the internal environment and the external building is as follows (Kobue et al, 2017; Khozaei et al 2010)

1. Location of the residence
2. Parking lot
3. Shopping facilities
4. Security guard
5. Stairs condition, lift, and electric system
6. Availability of transportation
7. Water installation network
8. Waste system
9. Fire fighting system
10. Availability of the pedestrian path
11. Room size
12. Lighting of room
13. Environmental hygiene
14. Sewerage
15. Sports facilities
16. Meeting room
17. Internet connection network
18. Health facility
19. Street lighting

Several² physical factors that consist of the internal environment and building external. This factor affects the student choices of occupancy. The student always searches for facilities where they hope the needs with hope for that needs will fulfill. Population and Sample.

Population and Sample

Sample in this research taken by the total occupant of the student's Student Housing of Sriwijaya University which amounts 385 people. Sample pullout using the Slovin formula with significance level 10%. Based on calculation with Slovin formula, then the sample that obtained with amount population of 385 peoples with error level 10% are

79,38, made into 80 samples (Dafrimon 2014). All of the respondents have been grouped with the method based on gender suitable with Random Sampling Method (Hsiao et al. 2010).

Research Questionnaire

The questionnaire divided into some parts where the first part discusses the respondent background information while the second parts discuss about the occupant's judgment about the occupancy facilities condition and the third part contain the judgement about occupant's hope related improvement quality and the repair of respondent's occupancy facilities that participation in this questionnaire fulfillment is independently and there is no element of coercion from any side. The questionnaire that made are consists of 4 judgment scales. The indicator of service facilities quality will be measured by using a Likert scale with four levels, with eliminating middle answer (neutral) (Kulas, 2008). Therefore the judgment scale for occupant's perception is measured from 1 "Very Dissatisfied" till 4 = Very Satisfied and scale for the occupant's judgment is measured from 1 "Very Unimportant" till 4 Very Important". The result of the questionnaire that obtained will be converted become the judgment score for SERVQUAL, IPA, and MIS. The average of gap 5, service attributes position on the quadrant that corresponds on IPA matrix, the categorization of service attribute based on Mean Item Scoring (MIS), also the service attributes determination which becomes the priority to be repaired.

RESULTS & DISCUSSIONS

Questionnaire Testing

The data that collected from the result of this trials made into analysis material of validity testing and reliability of the question items in the questionnaire. Based on the bivariate Pearson Correlation calculation result with using SPSS software 25th verse, 25th calculator item showing r value calculate is located on instrument validity limit as big as 0,413. This limit value is taken based on the r table for 80 Student Housing's occupant respondents, with the significance level as big as 95%. 25th calculator item on the questionnaire is considered valid where all of the questions have the correlation between item score with item total score. While based on the result of instrument reliability testing with using SPPS software 25th verse, obtained alpha Cronbach's value for all of the calculator item in the questionnaire on Student Housing as big as 0,709 on the question perception questionnaire and 0,781 on the question of hope questionnaire. This value exceeds the limit of reliability a variable where the alpha value determined minimal as big as 0,7 (J. Siang 2010) which is the questionnaire acceptable in terms of reliability and the questionnaire consider trustworthy and be answered (Shayan et al, 2017).

The Result of Servqual

The calculated gap 5 showing the size between services that perceived or felt by customer and service expected by the customer. In reality, the delivery of service it's appropriate or not with what to expect by the customer until this gap score can be positive or negative. Gap 5 score for every elements/attribute from each dimension can be seen in Table 2. Based on that value can be concluded that 10 from 19 attributes negative value range between -0,20 till -1,74 which is mean the service delivery is not appropriate with what the costumer's expected.

Table 1. The Result of SERVQUAL Analysis

No	Attributes	Gap Score	Satisfaction Level	Response Value
1	Location of the residence	-1,36	0,65	Dissatisfied
2	Adequate parking lot	-0,6	0,83	Dissatisfied
3	Shopping facilities	-2,71	0,31	Dissatisfied
4	Security guard	1,33	1,79	Satisfied
5	Stair condition, lift, and electric system	1,06	1,59	Satisfied
6	Transportation availability	-1,99	0,48	Dissatisfied
7	Water installation networking	1,29	1,68	Satisfied
8	Waste system	1,56	1,88	Satisfied
9	Fire fighting system	-0,58	0,83	Dissatisfied
10	Availability of the pedestrian path	-1,89	0,51	Dissatisfied
11	Room size	1,68	2,01	Satisfied
12	Lighting of room	1,82	2,08	Satisfied
13	Environmental hygiene	1,92	2,19	Satisfied
14	Sewerage	0,7	1,32	Satisfied
15	Sports facilities	-1,9	0,51	Dissatisfied
16	Meeting room	1,13	1,69	Satisfied
17	Internet connection network	-2,42	0,38	Dissatisfied
18	Health facilities	-2,86	0,27	Dissatisfied
19	Street lighting	-2,52	0,36	Dissatisfied

The Result of Importance Performance Analysis (IPA)

To ensure that the proposed improvement what is done is really intended to the service elements/attribute that considered important by the customer but the performance still very low (negative), then the next step is placed all of that service attributes on the quadrants that correspond on the IPA matrix. x-axis obtained from the average of perceiving value that showing the performance of service attributes and the y-axis is get from the average of expectation value that shows the importance of service attributes level. The shape of the IPA diagram can be seen on Picture 1. Based on that placement,

there are 8 attribute that needs to get the priority that is location election, shopping facilities, transportation, pedestrian path, sports facilities, internet network, health facilities, street lighting budget. Therefore action and attributes grouping based on the IPA quadrant can be seen in Table 2.

Table 2. The Result of Importance Performance Analysis (IPA)

No	Attribute	Quadrant	Action
1	Strategic location	Quadrant 1	High priority
2	Adequate parking lot	Quadrant 2	Keep up
3	Shopping facilities	Quadrant 1	High priority
4	Security guard	Quadrant 4	Over
5	Stair and lift condition, and electric system	Quadrant 4	Over
6	Availability of transportation	Quadrant 1	High priority
7	Water installation network	Quadrant 4	Over
8	Waste system	Quadrant 4	Over
9	Fire fighting system	Quadrant 2	Keep up
10	Availability of the pedestrian path	Quadrant 1	High priority
11	Room size	Quadrant 4	Over
12	Street lighting	Quadrant 4	Over
13	Environmental hygiene	Quadrant 4	Over
14	Sewerage	Quadrant 4	Over
15	Sports facilities	Quadrant 1	High priority
16	Meeting room	Quadrant 4	Over
17	Internet connection network	Quadrant 1	High priority
18	Health facilities	Quadrant 1	High priority
19	Street lighting	Quadrant 1	High priority

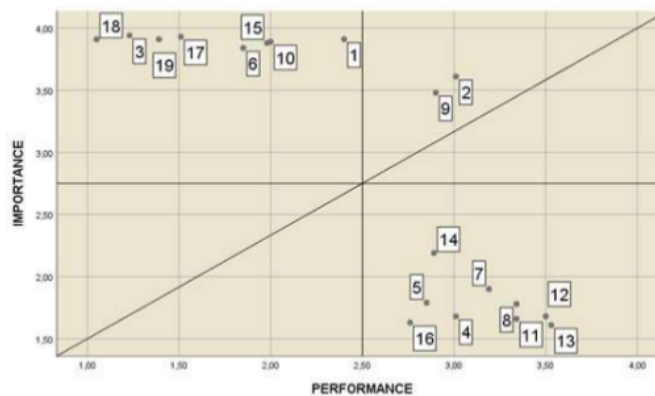


Fig. 1. The IPA Cartesian Diagram

The Result of Mean Item Scoring

Based on the result of mean item scoring calculation to the occupancy, table showing responses to judgment attributes that affect to respondent's choices of occupancy. The factors with the same mean item scoring (MIS) is given the same rank but the factor with minimal score of very unimportant (VU) considered as the first. Therefore the attributes priority categorization based on the respondent's perception on Student Housing's occupancy can be seen at this table below.

Table 3. The Result of Mean Item Scoring

Judgement Items	Male			Female			General		
	MIS	VU	RANK	MIS	VU	RANK	MIS	VU	RANK
Location of residence	3,935	0,000	2	3,898	0,000	2	3,898	0,000	2
Adequate parking lot	3,548	0,000	7	3,653	0,000	5	3,653	0,000	5
Shopping facilities	3,903	0,000	3	3,959	0,000	1	3,959	0,000	1
Security guard	1,710	0,484	10	1,653	0,531	14	1,653	0,531	14
Stairs, lift condition and electric system	1,645	0,452	11	1,878	0,327	10	1,878	0,327	10
Availability of transportation	3,774	0,000	6	3,878	0,000	3	3,878	0,000	3
Water installation network	3,935	0,000	2	2,000	0,367	9	2,000	0,367	9
Waste system	1,645	0,452	11	2,469	0,408	7	2,469	0,408	7
Fire fighting system	3,516	0,000	8	3,449	0,000	6	3,449	0,000	6
Availability of the pedestrian path	3,903	0,000	3	3,878	0,000	3	3,878	0,000	3
Room size	1,548	0,516	12	1,735	0,469	12	1,735	0,469	12
Lighting room	1,548	0,516	12	1,755	0,388	11	1,755	0,388	11
Environmental hygiene	1,548	0,516	12	1,653	0,510	13	1,653	0,510	13
Sewerage	2,387	0,226	9	2,061	0,347	8	2,061	0,347	8
Sport facilities	3,903	0,000	3	3,857	0,000	4	3,857	0,000	4
Meeting room	1,419	0,613	13	1,755	0,388	11	1,755	0,388	11
Internet connection network	3,903	0,032	4	3,939	0,000	1	3,939	0,000	1
Health facilities	3,871	0,032	5	3,939	0,000	1	3,939	0,000	1
Street lighting	3,968	0,000	1	3,878	0,000	3	3,878	0,000	3

From the result of MIS analysis showing there are 8 attributes which become the important priority based on the student's choices which this attribute are chosen based on gender women, men, and public's choices. Therefore these 8 attributes that become repair priority are shopping facilities, occupancy location, street lighting, internet connection network, health facilities, availability of pedestrian path, availability of sports facilities, and availability of transportation.

Synchronization SERVQUAL, IPA, and MIS Methods

Based on data analysis using SERVQUAL method there are 10 from 19 attributes negative value range between -0,20 till -1,74 that is mean the service delivery is not appropriate with what the costumer expected after getting the gap score, Importance-Performance Analysis analyzed for to see the judgement on every attributes for decide the action that will be taken into improving Student Housing's facilities in the future.

Based on data analysis using the SERVQUAL method there are 10 from 19 attributes negative value range between -0,20 till -1,74 that is mean the service delivery is not appropriate with what the customer expected after getting the gap score, Importance-Performance Analysis analyzed for to see the judgment on every attributes for deciding the action that will be taken into improving Student Housing's facilities in the future.

Based on the result with IPA analysis, there are 8 attributes that need to get priority, that is location election, shopping facilities, transportation, pedestrian path, sports facilities, internet network, health facilities, street lighting budget. After getting 8 attributes that need to get the priority handling, MIS analysis is doing for getting the facilities list that needs the action appropriately based on the Student Housing occupant's needs for getting the effective result in repairing and developing rent flats. From the MIS analysis result are getting 8 attributes that continuous with SERVQUAL and IPA Method to become the priority handling based on the student's choices which is these attributes are chosen based on the gender of male, female, and public. Therefore that eight attributes are shopping facilities, occupancy location, street lighting, internet connection network, health facilities, availability of pedestrian path, availability of sports facilities, and availability of transportation.

From the service quality calculation with using Servqual, IPA, and MIS methods that have been done can be known that the attributes which need to get the priority for improving the performance are the attributes which are a must-be category and into the quadrant I of IPM and have the negative Gap Score. These attributes include shopping facilities, occupancy location, street lighting, internet connection network, health facilities, availability of pedestrian path, availability of transportation and will become the main priority for improvement. The priority sequence of all the attributes that have to improve and the improvement based on Servqual, IPA, and MIS integration can be seen below in Table 4

Table 4. Synchronization of SERVQUAL, IPA, & MIS

No	Attribute's Code	IPA	Servqual Gap Score	MIS	Explanation
1	Shopping facilities	1	-2,71	1	High priority
2	Location of the residence	1	-2,42	2	High priority
3	Street lighting	1	-1,36	2	High priority
4	Internet connection network (WIFI)	1	-2,52	3	High priority
5	Health facilities	1	-2,86	4	High priority

6	Availability of pedestrian path	1	-1,89	5	High priority
7	Availability of sports facilities	1	-1,90	6	High priority
8	Availability of transportation	1	-1,99	7	High priority
9	Adequate parking lot	2	-0,60	8	Keep up the achievement
10	Fire fighting system	2	-0,58	9	Keep up the achievement
11	Sewerage	2	0,7	10	Keep up the achievement
12	Water installation network	2	1,29	11	Keep up the achievement
13	Waste system	4	1,56	12	Over
14	Stair, lift condition and electric system	2	1,06	13	Keep up the achievement
15	Security guard	4	1,33	14	Over
16	Lighting of room	4	1,82	15	Over
17	Room size	4	1,68	16	Over
18	Meeting room	3	1,13	17	Low priority
19	Environmental hygiene	4	1,92	18	Over

CONCLUSIONS

The conclusion from this analysis and the study which have been done is as follows:

1. With using the Service Quality (Servqual) method there are 19 physical facilities that become the judge in deciding the occupant's satisfaction and improvement priority. Based on that judgment can be concluded that 10 from 19 attributes are negative range between -0,20 till -1,74 that is mean the delivery order is not appropriate with what the customer is expected.
2. The result of service quality attributes mapped on IPA matrix, there are 8 attributes that need to get the priority that is the election of location, shopping facilities, transportation, pedestrian path, sports facilities, internet network, health facilities, the budget of street lighting.
3. The result of Mean Item Scoring (MIS). Eight highest sequences of the student's choices facilities showing that the student's basic needs become the highest sequence in MIS judgment shopping facilities, occupancy location, street lighting, internet connection network, health facilities, availability of pedestrian path, availability of sports facilities, availability of transportation.
4. Based on the comparison of Servqual, IPA, and MIS methods is produced 8 attributes of Student Housing facilities which are from the continuous analysis of 3 methods become the priority to be improved, that is shopping facilities, occupancy location, street lighting, internet connection network, health facilities, availability of sports facilities, availability of pedestrian path, availability of transportation.
5. For improving the Student Housing facilities, several things that suggested to do additions of shopping facilities, sports facilities, pedestrian path, and transportation

needs. Therefore the improvement and treatment is needed for internet connection network and street lighting, and review also developing the occupancy location.

RECOMENDATIONS

Recomendation from the result of analysis and the study that has been done that is:

1. Need advance research to see the level of suitability of investment related to facilities additions and the occupant's needs.
2. Need an information system of real-time related to condition reporting of Student Housing's facilities that can be easily accessed by the student of Student Housing occupants.

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